5   CLAIMS

What is claimed is:

1.   A method for managing advertisement presentation comprising:

10   an advertisement server making an initial selection and provision of a plurality of advertisements for a number of client devices for presentation in accordance with corresponding desired flight profiles to be achieved for the advertisements, and including with said provision one or more presentation parameters to govern the rates in which the provided advertisements are to be presented;

15   the client devices selectively presenting said advertisements in accordance with said governing presentation parameters, and reporting their presentations; and

         the advertisement server repeating said selection and provision of advertisements further taking into consideration said reports.

20   2.   The method of claim 1, wherein each of said selections and provisions of advertisements comprises probabilistically selecting said advertisements.

3.   The method of claim 2, wherein each of said probabilistic selections comprises determining a set of weights for use to perform the probabilistic selection.

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4.   The method of claim 1, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and each of said selections and provisions of advertisements comprises determining and providing one each of said minimum and maximum presentation parameters for each selected

30   advertisement.

5   5.   A method for managing advertisement presentation comprising:

selecting and providing a plurality of client devices with different pluralities of

advertisements for presentation on the client devices, in accordance with

corresponding desired flight profiles to be achieved for the advertisements, and

including with said provision one or more presentation parameters to govern the

10   rates in which the provided advertisements are to be presented on the client

devices;

receiving reports of presentation from said client devices; and

repeating said selection and provision of advertisements further taking into

consideration said reports.

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6.   The method of claim 5, wherein each of said selections and provisions of

advertisements comprises probabilistically selecting said advertisements.

7.   The method of claim 6, wherein the method further comprises obtaining a set

20   of weights for said advertisements for use to perform said probabilistic selections,

and periodically obtaining update replacements for said weights.

8.   The method of claim 7, wherein the method further comprises determining

and periodically re-determining said weights to be employed for said probabilistic

25   selections.

9.   The method of claim 8, wherein each of said weight determinations is made in

accordance with residual amounts of said desired flight profiles remain to be

achieved for said advertisements.

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5   10.   The method of claim 9, wherein the method further comprises aggregating said reported presentations, and determining said residual amounts of the desired flight profiles of the advertisements remain to be achieved.

11.   The method of claim 7, wherein each of said probabilistic selections further
10   comprises successively generating a plurality of random numbers, and using said successively generated random numbers, in conjunction with said weights, to successively select said advertisements.

12.   The method of claim 6, wherein each of said probabilistic selections further
15   comprises generating a plurality of random numbers for use to perform the probabilistic selection.

13.   The method of claim 5, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and each of said
20   selections and provisions of advertisements comprises determining and providing one each of said minimum and maximum presentation parameters for each selected advertisement.

14.   The method of claim 13, wherein each of said determining and providing of
25   one each of said minimum and maximum presentation parameters for each selected advertisement is performed in view of a presentation rate to be achieved.

15.   The method of claim 5, wherein said selecting and providing of advertisements are further made in view of demographic profiles of said client
30   devices.

5   16.   The method of claim 5, wherein said selecting and providing of advertisements are further made in view of subject matters of searches being performed by said client devices.

17.   The method of claim 5, wherein said selecting and providing of
10   advertisements are performed in response to requests of said client devices for additional advertisements.

18.   The method of claim 5, wherein said selecting and providing of advertisements are performed in response to searches being performed by said
15   client devices.

19.   In a client device, a method of operation comprising:
        receiving a plurality of advertisements for presentation on the client device, including for each of said received advertisements, one or more presentation
20   parameters governing the rates in which the provided advertisements are to be presented on the client device;
        selectively presenting said received advertisements in accordance with said governing presentation parameters; and
        reporting said selective presentations.
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20.   The method of claim 19, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and said selective presentation comprises selecting said received advertisements for presentation in accordance with the minimum and maximum presentation parameters of said
30   received advertisements.

5 21. The method of claim 20, wherein said method further comprises tracking the number of times each of said received advertisements has been selected for presentation.

22. The method of claim 20, wherein said method further comprises rendering an

10 advertisement ineligible for selection for presentation when the number of times the advertisement has been selected for presentation reaches the advertisement's maximum presentation parameter.

23. The method of claim 19, wherein the method further comprises determining

15 whether additional advertisements are needed, and requesting an advertisement server for additional advertisements.

24. The method of claim 19, wherein the method further comprises informing an advertisement server of demographic data of the client device.

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25. The method of claim 19, wherein the method further comprises informing an advertisement server of subject matters of searches being performed by the client device.

25 26. An apparatus comprising:

storage medium having stored therein a plurality of programming instructions designed to

select and provide a plurality of client devices with different pluralities of advertisements for presentation on the client devices, in accordance with

30 corresponding desired flight profiles to be achieved for the advertisements, and to include with said provision one or more
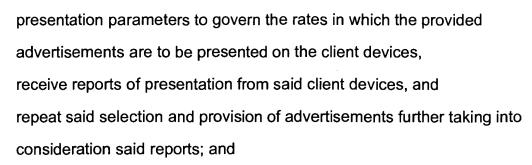
5   presentation parameters to govern the rates in which the provided

advertisements are to be presented on the client devices,

receive reports of presentation from said client devices, and

repeat said selection and provision of advertisements further taking into

consideration said reports; and

10   one or more processors coupled to the storage medium to execute the

programming instructions.

27.   The apparatus of claim 26, wherein said programming instructions are

designed to make each of said selections and provisions of advertisements by

15   probabilistically selecting said advertisements.

28.   The apparatus of claim 27, wherein said programming instructions are further

designed to obtain a set of weights for said advertisements for use to perform said

probabilistic selections, and to periodically obtain update replacements for said

20   weights.

29.   The apparatus of claim 28, wherein said programming instructions are further

designed to determine and periodically re-determine said weights to be employed for

said probabilistic selections.

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30.   The apparatus of claim 29, wherein said programming instructions are

designed to make each of said weight determinations in accordance with residual

amounts of said desired flight profiles remain to be achieved for said

advertisements.

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5   31.   The apparatus of claim 30, wherein said programming instructions are further designed to aggregate said reported presentations, and to determine said residual amounts of the desired flight profiles of the advertisements remain to be achieved.

32.   The apparatus of claim 28, wherein said programming instructions are
10   designed to successively generate a plurality of random numbers, and use said successively generated random numbers, in conjunction with said weights, to successively select said advertisements.

33.   The apparatus of claim 27, wherein said programming instructions are further
15   designed to generate a plurality of random numbers for use to perform the probabilistic selection.

34.   The apparatus of claim 26, wherein said one or more presentation parameters comprise a minimum and a maximum presentation parameter, and said
20   programming instructions are designed to determine and provide one each of said minimum and maximum presentation parameters for each selected advertisement.

35.   The apparatus of claim 34, wherein said programming instructions are designed to perform each of said determining and providing of one each of said
25   minimum and maximum presentation parameters for each selected advertisement in view of a presentation rate to be achieved.

36.   The apparatus of claim 26, wherein said programming instructions are further designed to perform said selecting and providing of advertisements in view of
30   demographic profiles of said client devices.

5   37.   The apparatus of claim 26, wherein said programming instructions are further

designed to perform said selecting and providing of advertisements in view of

subject matters of searches being performed by said client devices.

38.   The apparatus of claim 26, wherein said programming instructions are further

10   designed to perform said selecting and providing of advertisements in response to

requests of said client devices for additional advertisements.

39.   The apparatus of claim 26, wherein said programming instructions are further

designed to perform said selecting and providing of advertisements in response to

15   searches being performed by said client devices.

40.   An apparatus comprising:

storage medium having stored therein a plurality of programming instructions

designed to

20   receive a plurality of advertisements for presentation on the client device,

including for each of said received advertisements, one or more

presentation parameters governing the rates in which the provided

advertisements are to be presented on the client device,

selectively present said received advertisements in accordance with

25   said governing presentation parameters, and

report said selective presentations; and

a processor coupled to the storage medium to execute the programming

instructions.

30   41.   The apparatus of claim 40, wherein said one or more presentation

parameters comprise a minimum and a maximum presentation parameter, and said

5   programming instructions are designed to select said received advertisements for

presentation in accordance with the minimum and maximum presentation

parameters of said received advertisements.

42.   The apparatus of claim 41, wherein said programming instructions are further

10   designed to track the number of times each of said received advertisements has

been selected for presentation.

43.   The apparatus of claim 41, wherein said programming instructions are further

designed to render an advertisement ineligible for selection for presentation when

15   the number of times the advertisement has been selected for presentation reaches

the advertisement's maximum presentation parameter.

44.   The apparatus of claim 40, wherein said programming instructions are further

designed to determine whether additional advertisements are needed, and request

20   an advertisement server for additional advertisements.

45.   The apparatus of claim 40, wherein said programming instructions are further

designed to inform an advertisement server of demographic data of the client device.

25   46.   The apparatus of claim 40, wherein said programming instructions are further

designed to inform an advertisement server of subject matters of searches being

performed by the client device.